

BRANDVERGE HELPS B2B CLIENT DRIVE NEW QUALIFIED LEADS, DRIVING A RECORD LOW CPA ACROSS A NEW MEDIA CHANNEL

Challenge

BrandVerge was approached by a B2B client in the outsourcing space who was looking to drive new, qualified leads through display channels. Specifically, they were looking to generate leads from Business Decision Makers across the United States. The client was already leveraging social and search, and was looking to introduce another channel to their mix with the goal of achieving a cost per lead below \$100.

Solution

To successfully target Business Decision Makers, with the goal of generating a high volume of inbound leads each month, BrandVerge took a two pronged approach.

First, we leaned into programmatic channels with best-in-class inventory, intelligent bid-based technology to maximize efficiency, access to advanced targeting solutions and the ability to offer message recall measurement and added value programs. This media tactic used a blend of Contextual targeting, Behavioral targeting, Vertical targeting and Retargeting to drive qualified leads.

As a secondary layer, we leveraged email sponsorship offerings from B2B publishers whose audience aligns directly with our clients target demographic. By utilizing this rather inexpensive outreach tool, our client was able to reach individuals who qualify as high value leads.

Results

In just three month, BrandVerge was able to deliver the client a CPA of \$35.00, which **outperformed the clients initial CPA goal by 64%.**

